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Spring Conference - Cleveland, June 1 and 2, 1946

American Woman's Society of Certified Public Accountants

American Society of Women Accountants

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SPRING CONFERENCE—CLEVELAND June 1 and 2, 1946

The weather in Cleveland did not permit the original plans for the Spring Conference to be carried out in their entirety. They started, as scheduled, with a luncheon at the Cleveland Hotel on Saturday, at which the members were held spellbound by Ida Broo's characteristically delightful story of the history, progress and future aims of ASWA.

Sightseeing followed the luncheon, after which the delegates were entertained at the home of Marion A. Frye at Winding Creek Farm in North Ridgeville, Ohio.

Mrs. Frye's husband, Andrew Doelker, acted as host at a cocktail party assisted by some of his friends. Later, between showers, Marion took her guests for a hay ride. Supper served at the community church was a prelude to a delightful evening.

The technical session on Sunday was held in the Red Room, Hotel Cleveland. Gertrude Priester of New York told of *National Conventions as I know them*.

Paula E. Reinisch of Grand Rapids covered the subject of *Regional Directorship*. All the chapters are intensely interested in the possibilities for closer cooperation which a regional directorship would afford.

Julia G. Norse of Grand Rapids reported on the *Scholarship Award*, a topic which has engrossed the attention of the chapters for the past few months.

Bertha Meyer of Terre Haute gave some ideas on the securing of new members.

Jennie M. Palen of New York covered the subject of *Professional Ethics* in a most thorough and delightful manner and gave everyone present much food for thought.

In the general discussion which followed many valuable contributions were made by the members present. Copies of the minutes of the proceedings will be furnished chapter presidents for consideration by their chapters.

HIGHLIGHTS OF THE YEAR

The joint annual meeting of the American Woman's Society of Certified Public Accountants and the American Society of Women Accountants, scheduled to be held September 19-22 in New York City at the Waldorf-Astoria Hotel, will be the culmination of one of the most successful years in the annals of the two Societies. Detailed program for the meeting appears elsewhere in this issue.

Unusual interest has been manifested in the meeting and a record attendance is expected. During the past year officers, directors and the membership of both Societies have given consideration to many matters of policy which will be presented for action at the annual meeting.

Hotel reservations and other arrangements are being ably handled by convention committees under the direction of Jennie M. Palen as General Convention Chairman and Phyllis O'Hara and Loretta Kiely as co-chairman for AWSCPA and ASWA, respectively.

Both Societies will have a pleasing increase in membership to report.

Exceptionally fine work has been done by Margaret Lauer, New Orleans, as chairman of AWSCPA Membership Committee. In collaboration with Heloise Brown, Houston, secretary, systematic procedure has been developed to facilitate keeping prospect lists up-to-date, extending congratulations to new women C.P.A.'s as they receive their certificates, reaching prospective members and welcoming those who join, and keeping officers of the Society informed on developments. In addition to increase in membership, the work has contributed greatly to goodwill.

Service beyond the usual line of duty has resulted in the development of a Central Register of women C.P.A.'s which will have a far reaching effect in all phases of administrative work and in service to the membership and the profession.

Likewise, in ASWA increase in membership within chapters has been gratifying and there are two additional chapters. New York Chapter, which has been dormant for some time, has been reactivated,

Continued on Page 10

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